



THE FUTURE OF STREAMING



Scan to review worksheet

Expemo code:
14CB-QS8V-TDS



1

Warm up

What is video/music streaming? Have you ever used a streaming service like Spotify?

2

Key vocabulary

Match the words on the left to their definitions on the right.

- | | |
|----------------|--|
| 1. a household | a. a data transmission system used for high-speed internet access |
| 2. ownership | b. a percentage of the revenue from the sale of a book, music CD, etc. paid to the creator or author |
| 3. broadband | c. a person or group of people who occupy one place of living |
| 4. royalty | d. hurrying to do something |
| 5. a rush | e. the state of possessing something |





3

Find the information

You are going to read an article about the future of the streaming business. Find the information below.

1. How much money does Spotify want to raise?
2. How much is the business worth?
3. How much did Amazon invest in its video streaming service in 2014?
4. How many paid subscribers does Spotify have?
5. How many households in the UK own a TV?
6. How many households in the UK owned a TV in 2014?
7. How many households in the UK own a tablet?
8. How many households in the UK owned a tablet in 2014?
9. How much is the average royalty paid by Spotify to artists?
10. How much did Spotify lose in 2014?





The future of streaming

Adapted from The Independent, by Doug Bolton, June 14, 2015

1. When was the last time you bought a CD? Or a DVD? If you are under 30 years old, it was probably a long time ago. For a new generation of music listeners, TV, and film viewers, streaming services such as Spotify and Netflix have replaced trips to the music shop or even downloads from iTunes. Streaming is becoming popular just like satellite TV did 20 years ago. And investors are paying attention.
2. According to reports, Spotify has hired the investment company Goldman Sachs to raise \$500m (£330m) in fresh funding. They value the business at \$8bn. According to the Amazon founder, Jeff Bezos, Amazon invested \$1.3bn in 2014 in its streaming service Prime Instant Video.
3. Streamers are ready to fight for our attention – and our cash. "The main reason why the money is going to streaming is because consumers want it," says Ian Maude, who studies online media for Enders Analysis. "The growth rate for Spotify now is just unbelievable. They announced 12.5 million paid subscribers at the end of November and now they've got 15 million."
4. Mr. Maude says that the situation is similar to other streaming services such as Netflix, Prime Instant Video and NowTV. "In the UK, the number of households that own a TV dropped from 98 percent to 96 percent in just the last year," says Maria Ingold, who runs the video-on-demand consultancy Mireality. "Tablet ownership is up from 29 percent to 46 percent. For kids especially, their TV experience is on a tablet."
5. Technology is the reason for the rise of streaming. More portable devices and faster internet mean that it is a viable option. Ms Ingold was the chief technology officer of the video-on-demand business FilmFlex and points out: "We started 18 years ago doing video on demand. But when cheaper and faster broadband arrived, a lot of things have changed."
6. For the artists whose "content" supports streaming services, the transition to this new distribution model has been difficult in some cases .
7. In film and television, streaming has brought new income. But for the music industry, the rise of platforms such as Spotify, Rdio and Deezer has resulted in even smaller earnings for artists. Musicians complained of the \$0.99 per track price on iTunes, but that now seems a lot compared to the average \$0.007 per stream royalty which Spotify pays to artists.
8. But for the music streaming services, it is also difficult to make much money. Spotify, which is the sector leader, made a loss of €57.8m (£43.5m) last year. Oleg Fomenko, who ran the music streaming application Bloom.fm, believes this is a trivial detail because Spotify is focusing on growth rather than profit. "The last man standing will make money," he says. "Right now it's just a rush for that scale."
9. Bloom.fm was one of the many Spotify competitors which lost the race for scale. It went out of business after its Russian investor decided to stop funding it last year. "Blinkbox and Sony's Music Unlimited closing down shows that unless you have deep pockets, it is extremely difficult," says Mr. Maude. "Investors are ready to give up very quickly if something isn't working."
10. Despite questions over profitability and industry taxes, the sector shows no signs of slowing. Investors seem very ready to invest money in streaming and the appetite among consumers has not been satisfied yet.





4

Checking understanding

What do you remember? Put T (True) or F (False) next to each of the statements below.

1. Streaming has become more popular than buying CDs.
2. Business people are investing in streaming because they think people will want it in the future.
3. Kids prefer to watch TV on a television.
4. Streaming has become popular because of technological developments.
5. Musicians earn a lot of money with streaming.
6. Streaming services are very profitable at the moment.
7. Streaming services need a lot of funding to be successful.
8. The streaming business has not slowed down yet.

5

Find the word/phrase ...

Find a word or phrase in the text which means ...

1. noticing (**phrase, P1**) _____
2. capable of working successfully, feasible (**adjective, P5**) _____
3. a change from one thing to another (**noun, P6**) _____
4. one of several songs or pieces of music on a CD or other musical recording (**noun, P7**)

5. unimportant (**adjective, P8**) _____
6. a lot of financial resources (**phrase, P9**) _____
7. demand (**noun, P10**) _____

6

Collocations

Match the verbs on the left to the words on the right to form phrases from the text.

- | | |
|-------------|--------------------|
| 1. raise | a. a business |
| 2. value | b. a loss |
| 3. bring | c. funding |
| 4. go | d. growth |
| 5. make | e. new income |
| 6. focus on | f. out of business |

Now make your own sentences with these phrases.





7

Grammar - Relative clauses

A **relative clause** is a part of a sentence that begins with **which, who, that, where, when, or whose**. They give more information about something. There are two types of **relative clause**. Study the table below and the examples from the text.

Type 1 - Necessary information	Type 2 - Extra information
<p>Bloom.fm was one of the many Spotify competitors which lost the race for scale.</p> <p>In the UK, the number of households that own a TV dropped from 98 percent to 96 percent in just the last year.</p>	<p>Oleg Fomenko, who ran the music streaming application Bloom.fm, believes this is a trivial detail.</p> <p>Spotify, which is the sector leader, made a loss of €57.8m (£43.5m) last year.</p>

Important points

- **Type 1** relative clauses give necessary information. Without this information, we do not know which person or thing somebody is talking about. For example, **that own a TV ...** tells us which households the writer is talking about. Without this information, it is not clear.
- When **who/that/which ...** is the object of the verb, we can leave it out:
*They didn't have the brand **that** I wanted to buy.* *They didn't have the brand I wanted to buy.*
 In the above sentence, **that** (= the brand) is the object of the verb *buy*. But if **who/that/which** is the subject of the verb, we cannot leave it out:
*I know a woman **who** works for KP Lewis.* (NOT: *I know a woman works for KP Lewis.*)
- **Type 2** relative clauses give extra information. Without this information, we still know which person or thing somebody is talking about. For example, ..., **who ran the music streaming application Bloom.fm**, is extra information about Oleg Fomenko. Without this information, it is still clear which person the writer is talking about.
- **Type 2** relative clauses must be separated from the rest of the sentence with a comma (,).
- We cannot use **that** in **Type 2** relative clauses:
This coffee, ~~that~~ which Joanne bought for me yesterday, tastes really good.
- We cannot leave out **who/which/where** in **Type 2** relative clauses:
*This coffee, **which** Joanne bought for me yesterday, tastes really good.*
 (NOT: *This coffee, Joanne bought for me yesterday, tastes really good.*)

Find an example of a **Type 1** relative clause in paragraphs 6 and 7 of the article.

.....

.....

Find an example of a **Type 2** relative clause in paragraph 3 of the article.

.....





8

Practice - Type 1 relative clauses

Create a sentence from the parts. In which sentences can you omit the word **who**, **which**, **where**, **why**, etc.?

1. who lent me / is here. / The guy / his laptop
2. the pen / I borrowed / That's / which / from you.
3. the company / that / as a junior software developer. / This is / I worked for
4. the day / That was / I / first met the boss. / when
5. I didn't come / was because / The reason / I had an important meeting. / why
6. a businessman / Steve Jobs / died in 2011. / was / who
7. That's / for. / the guy / company / whose / I work
8. Did you / the invoice / I sent / that / I / you? / get
9. where / room service. / She has never stayed / a hotel / at / you can order
10. I've ever met. / the most talented / man / He's / that

9

Practice - Type 2 relative clauses

Make sentences using the extra information below.

who works in my office

when she lived in Japan

where I have an account

which is a very slow sport

which is a waste of money

which is a well-paid job

which is the capital of Iran

which is very difficult to learn

who was president of South Africa

1. Mr. Johnson is a very supportive colleague.

Mr. Johnson, who works in my office, is a very supportive colleague.

2. She comes from Tehran.
3. Derek is a lawyer.
4. She worked for Toyota in 2007.
5. The camera costs over 1000 dollars.
6. He often plays cricket.
7. She speaks fluent Chinese.
8. Nelson Mandela died in 2013.
9. Barclays Bank is one of the world's biggest banks.
.....

10

Talking point

Discuss any of the questions below.

1. Do you think streaming will become more popular in the future?
2. Do you think there will be one big streaming company in the end?
3. Do you think streaming is good or bad for the music industry?

